



Newsletter Outreach Messages

General Public

Blurb 1: 2016-17 Flu Vaccination Campaign

CDC's 2016-2017 seasonal influenza vaccination campaign will kick-off September 29, 2016 with a press conference hosted by the National Foundation of Infectious Diseases (or NFID) in partnership with CDC. CDC Director Dr. Tom Frieden will join a panel of experts to discuss the upcoming flu season.

What you should know for the 2016-2017 Flu Season

An annual flu vaccine is the first and best way to protect you and your family from the flu. People should be vaccinated before flu activity begins. CDC recommends that people get vaccinated by the end of October, if possible. A few things to note for this flu season:

- Only injectable flu vaccines (flu shots) are recommended for use this season.
- Flu vaccines have been updated to better match circulating viruses.
- There will be some new vaccines on the market this season, including an adjuvanted vaccine for people 65 and older.
- The recommendations for vaccination of people with egg allergies have changed.

Learn more about what's new for the 2016-17 flu season by visiting, <https://www.cdc.gov/flu/about/season/flu-season-2016-2017.htm>.

You can join the effort to fight the flu by getting your flu vaccine and encouraging people to protect themselves and their family by doing the same. Join the conversation online with the hashtag #FightFlu, and show your support by joining CDC's #FightFlu [Thunderclap](#).

Blurb 2: Get Ready for Flu Season

Flu season is around the corner! Protect yourself and your family this season with an annual flu vaccine for everyone in your family who is 6 months and older. While the timing of flu season is unpredictable, seasonal flu activity can begin as early as October and last as late as May. CDC recommends that people get vaccinated by the end of October, if possible. It takes about two weeks after vaccination for antibodies to develop in the body that protect against influenza virus infection.

You have the power to protect your family against flu this season. Get yourself and your family a flu vaccine. Fight the Flu!

Learn more at: www.cdc.gov/fightflu

Blurb 3: Three Actions to Fight the Flu this Flu Season

Flu is a serious contagious disease that can lead to hospitalization and even death. You have the power to protect yourself and your family this season with these three actions to fight flu.

1. **Get a flu vaccine.** Everyone 6 months of age and older should get a [flu vaccine](#) by the end of October, if possible. A yearly flu vaccine is the first and most important step in protecting against the flu.
2. **Take everyday actions to stop the spread of germs.** Wash your hands often with soap and water, cover your nose and mouth with a tissue when you cough or sneeze, and wash your hands often with soap and water. If you [become sick](#), limit your contact with others to keep from infecting them.
3. **Take flu antiviral drugs if your doctor prescribes them.** If you get the flu, medicine, called antiviral drugs, can be used to treat flu illness. Antiviral drugs can make illness milder and shorten the time you are sick. They may also prevent serious [flu complications](#). Learn more about how you can fight the flu this season at www.cdc.gov/fightflu

Parents

Blurb: Parents: What You Need to Know this Flu Season

The flu can be very dangerous for children. Each year about 20,000 children younger than 5 years old are hospitalized from flu complications, like pneumonia. Most children who die from flu have not been vaccinated.

You have the power to protect your family from flu this season by getting vaccinated and making sure everyone in your family 6 months and older gets their yearly flu vaccine too.

This season, only injectable flu vaccines (flu shots) are recommended for use. The nasal spray vaccine, is NOT recommended for use during the 2016-17 season because of concerns about how well it might work. Learn more about the flu vaccine options available for children this season at:

<https://wwwdev.cdc.gov/flu/protect/children.htm>.

Keep your family healthy and strong this flu season. Fight the flu. Get your family vaccinated.

Health Care Providers of Older Adults

Blurb: Protect your Patients from Flu this Season

Health care providers caring for older adults have an important role in ensuring patients know their risk from influenza. Talk to your patients about the flu and what flu vaccines are available for them this season.

People 65 years and older can get any injectable vaccine (flu shot) that is approved for use in that age group, with no preferential recommendation for any licensed, recommended vaccine. There are two influenza vaccines designed specifically for people 65 and older:

1. The “[high dose flu vaccine](#),” Fluzone High Dose® contains 4 times the amount of antigen as regular flu shots. It is associated with a stronger immune response following vaccination (higher antibody production).

2. The [adjuvanted vaccine](#), Flud®[®], is a standard dose flu vaccine with an added adjuvant. An adjuvant is an ingredient added to a vaccine to help create a stronger immune response to vaccination.

More information about available flu vaccines for the 2016-17 season can be found at:

<https://www.cdc.gov/flu/professionals/vaccination/vax-summary.htm>.

Blurb: Older Adults Need a Yearly Flu Shot!

While flu seasons can vary in severity, during most seasons adults 65 years and older bear the greatest burden of severe flu disease making it especially important for older adults to get an annual flu shot. People 65 years and older are at higher risk of serious complications from the flu compared with young, healthy adults because human immune defenses become weaker with age.

Influenza is often quite serious for people 65 and older. It's [estimated](#) that between about 70% to 90% of seasonal flu-related deaths and between 50% to 70% of seasonal flu-related hospitalizations in the United States have occurred among people 65 years and older.

However, one recent study showed vaccination reduced the risk of flu hospitalization by more than half in people 50 and older. A yearly flu vaccine is the first and best protection against the flu and flu-related complications.

You have the power to fight the flu this season and protect yourself as well as the ones you love from flu. If you are 65 or older, or live with or care for someone who is, get your yearly flu vaccine. For more information about flu and flu vaccines, visit <http://www.cdc.gov/flu/about/disease/65over.htm>.